

## **“We have posted an ad and are getting plenty of resumes from there”**

**Rebuttal #1:** *“I’m sure you probably can fill just about any position yourself, given enough time and effort. However, how much more profitable would your time be if you used that time to look into technology, mentor one of your junior managers, growing your business or pursue new clients and business ventures? My point is, your core business is (type of work) and our core business is recruiting. The cost of YOU taking the time to fill this position is much greater than if WE were to perform the task. Think about it – if you don’t like the candidates we put in front of you, you don’t hire them. But if you do – the value this superstar brings to your firm coupled with the man-hours we’ve just saved you are FAR greater than the fee you’ve paid. Are you open to comparing my candidates to yours, if it costs you nothing to compare?”*

**Rebuttal #2:** *“You are right – and if you are content hiring the ‘low hanging fruit’ that your competition has just laid off, then that is your choice. With rare exception, when you are looking at active, internet candidates that is exactly what you are getting. Truthfully, you’ve probably laid people off yourself, right? I assume you didn’t start with your top, key players? Where do you think they go? The next company I call is about to tell me the same thing you just did – because they are getting ready to hire the people you just laid off. On paper, they all look good. But resumes don’t allow you to truly separate the small pile of ‘great’ from the big pile of ‘average’ that flood your inbox. That’s where I come in – because the people I represent are more than just resumes. So let me ask you this – when you do talk with those candidates, are they typically ones who are unemployed?”*

**Rebuttal #3:** *“I completely understand that if you can hire the best candidate without having to pay a fee, it makes sense to not pay a fee. However, we’ve built relationships with clients like (insert client names) and they continue to partner with us not because they like me, but because I give them the candidates that they are not able to find through their other means. I’m simply giving you the opportunity to make sure you are hiring the best candidates. Give me one week to work on your hardest to fill position - if I’m not introducing you to the right people at the end of that week, you lose absolutely nothing. Fair?”*

**Rebuttal #4:** *“The bottom line is this – I can bring you resumes of people who **don’t have resumes**. 75% or more of the workforce at any given time is not actively looking to make a change. Typically these are people that have been with one company a long time. A certain percentage of them are open to a change if presented a better opportunity, but aren’t unhappy enough to go seeking it. The biggest problem you face, hands down, is that the candidate you are looking for IS NOT LOOKING FOR YOU. How do you know that you’ve surfaced the best possible hire when you are limiting yourself to the active candidate pool?”*

**Rebuttal #5:** *“That’s fine with me – in fact, I would do the same thing if I were you. There’s no reason to limit yourself by utilizing only one resource. In fact, most all of my clients keep active postings on job boards, just to benchmark my candidates against theirs. I’d simply ask you this - let me do what I do best. Tell me one specific company, or couple of companies, that are your direct competition. If I recruit a top performer from one of those firms, someone who is not actively looking and therefore not responding to your original method of recruitment, will you speak to him/her? (If yes), what does his/her background look like?”*

**Rebuttal #6:** *“Let me ask you something – the main product that you guys sell is (product). If your firm relied on ads on the internet to sell (product), what do you think your total sales would be? Anywhere near what it is with an outbound sales department on staff? We are your outbound sales department. It’s perfectly acceptable to gather up the gravy of those extra sales that are incoming – but you and I both know that the large accounts, the whales, the difference makers – they aren’t going to be landed with an inbound phone call. If outbound is how you sustain your business, why wouldn’t you use the same approach to sustain your talent?”*

**Rebuttal #7:** *“Most reports show that about 15% of candidates read ads as a means of finding new career opportunities. You are looking for a (type of person) – there are about (#) of them in existence. By placing an ad, your message reaches (15% of that total number). What is your plan to reach the other (remaining #)? How do you know that your story has reached the best of the best?”*